

Our AOP members are committed to delivering Environmental, Social and Governance (ESG) and are imbedding these practices into their businesses.

We believe that when publishers, agencies, brands and ad tech players come together to work with us we can collectively raise the standards around ESG and help deliver a media supply chain that is embedding people, planet and good governance at the heart of their businesses and wider industry.

We have therefore drawn on the work that has been done by other industry bodies in order to give a view on the principles that these organisations have created.

From our survey we found that AOP members identified some key pressure points:

- 75% Digital Emissions & Measurement
- 21% ESG Training
- 14% Diversity, Equity and Inclusion

AOP and its members agree with the UN SDG Goals and encourage publishers to follow the UN framework. The 17 Sustainable Development Goals from the UN are all interconnected. They form a blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. Framing business objectives under these goals helps focus and delivery of ESG objectives.

We also agree with Ad Net Zero's aims which is referenced in this document and refer AOP members to Ad Net Zero's five-point Action Plan; a summary of which is below:

1. Reduce Emissions from Advertising Business Operations
2. Reduce Emissions from Advertising Production
3. Reduce Emissions from Media Planning & Buying
4. Reduce Advertising Emissions Through Awards and from Events
5. Harness Advertising's Power to Support Behaviour Change

We acknowledge that all member companies are at a different stage of their ESG journey so we have provided a view on the most relevant statements from the industry bodies. This way the AOP and its members wish to take a lead in promoting ESG across the media industry and to ensure Publishers are front and centre of the necessary initiatives to ensure progress across the industry.

We have utilised the following documents:

PPA ACTION NET ZERO PATHWAY

AOP members are in the communication industry and have the opportunity to *profoundly impact* the challenge and we agree with the PPA that “publishers can play a leading role in reporting the

Association of Online Publishers
Email: info@ukaop.org Web: ukaop.org

The UK Association of Online Publishers, registered in England 07108279.
Registered address:
16 Great Queen Street, London WC2B 5AH

urgency and economic imperative of addressing the climate emergency and in communicating optimistic and accessible solutions to their audiences.”

The AOP and its members endorse and support the ambitions of significant reductions to proactively drive for NetZero.

IAB TECH LABS

The focus for IAB tech labs is on a sustainable programmatic marketplace and notes that for advertising technology companies, data centres typically account for the highest percentage of energy use.

There are no references to DEI or Governance.

We have linked the document in our resources section for reference.

ALL IN

All In has focused on DEI and has multiple relevant suggestions and resources all of which we have linked to in the hub.

AOP and its members recognise that “we are tackling large and long-standing issues and that we can’t do everything at once.” We support their plan “to provide focus and clarity on each of the characteristics we analysed in the research and, systematically, work to create a compendium of guidance that will make advertising and marketing the leading area in Inclusion.”

A note on GARM

Although GARM is now defunct the voluntary action points are still relevant and as such the AOP have included them in the below statements.

There were some relevant areas of their framework that could be useful for publishers so we have included our view on their historical statements.

The GARM framework was primarily for the Advertising Industry and it focused on environment and sustainability and did not include any DEI statements, but we have utilised the relevant statements and actions for our AOP members.

Environment & Emissions

<u>Document statement</u>	<u>AOP statement</u>
<u>PPA Action NET ZERO Pathway</u>	

Association of Online Publishers
Email: info@ukaop.org Web: ukaop.org

The UK Association of Online Publishers, registered in England 07108279.
Registered address:
16 Great Queen Street, London WC2B 5AH

We recognise the urgency of the climate emergency, and the need to deliver substantive GHG emissions reductions before 2030 will be reflected in our activities and plans.	AOP members agree with this and will reflect this in their activities and plans.
MEASURE: We will measure and report transparently our GHG emissions using a standardised and scientifically sound methodology	AOP members will work towards measuring and reporting using standardised methodology
SHARE: We will share knowledge and resources amongst the professional publishing community and PPA members, with the objective of scaling up emissions reductions throughout the sector. This includes aligning with and supporting parallel initiatives in related sectors, such as the Ad Association's Ad Net Zero initiative	AOP members will share knowledge and resources to enable learning and insights to align with AdNetZero.
EDUCATE: We will educate all staff in the importance of climate change and wider sustainability challenges such as biodiversity, clean air, equitable futures, etc, and how their roles and decisions they make can influence these	AOP members will continue to educate all staff in the importance of sustainability challenges included in the PPA statement.
ACTIONS	
<p>Address emissions from own operations and electricity consumption</p> <ul style="list-style-type: none"> • We will measure and report transparently our Scope 1 and Scope 2 GHG emissions using a standardised and scientifically sound methodology • We will make climate change training available to all employees and encourage them to take advantage of these materials <p>We recognise the urgency of the climate emergency, and the need to deliver substantive GHG emissions reductions before 2030 will be reflected in our activities and plans.</p> <ul style="list-style-type: none"> • Wherever possible, we will transition to 100% renewable electricity across our own operations within five years of committing to the PPA Action Net Zero Pathway 	As previously this objective while desirable may not be endorsed/actioned across all the members as a board room agreement/strategy not just "digital" arena
<p>Set targets to lower emissions</p> <ul style="list-style-type: none"> • We will set meaningful GHG emissions reduction targets that are consistent with our industry-wide ambition to achieve net-zero as early as possible, and by 2050 at the latest 	AOP members will commit to lowering emissions that are consistent with industry wide ambitions.

Association of Online Publishers
Email: info@ukaop.org Web: ukaop.org

• We will be transparent in reporting to all stakeholders and the PPA in our progress towards these targets	AOP members commit to transparent reporting.
We recognise the need to take actions to deliver substantive GHG emissions reductions before 2030. This timeline will be reflected in our activities and planning	AOP members will take action to reduce emissions prior to 2030.
Reviewing the pathway: The sustainability agenda is constantly evolving in response to new scientific evidence, technology advancements, and policy and regulatory developments. In light of this changing backdrop, the pathway's ambitions and actions will be reviewed annually by a panel of sustainability professionals and publishing professionals	AOP members recognise that this is a 'pathway' and that the industry and external factors will evolve, however we will not delay implementation or real tangible action.

GARM Voluntary Action Points	
Compress & Consider Length of Digital Creative Formats	AOP members will compress digital creative assets before launch, as well as reducing the asset type and length in favour of smaller lighter formats, to aid in the reduction of GHG emissions impacts.
Stream Content & Landing Destinations versus Preload	AOP members commit to, where possible, find streaming solutions to only show assets as and when they are needed to be seen by the end consumer and to avoid auto-play as a default setting.
Optimise Flighting To Include Off-Peak Energy Periods	AOP members will optimizing media buying in off peak energy times as much as possible.
Streamline and Optimise Data Usage	AOP members will optimise and improve campaign efficiency and effectiveness, by reviewing the emissions associated with the storage and handling of data.
Look for Sustainability in Outdoor	AOP members who utilise outdoor will commit to delivering sustainable solutions in delivery and processing of content.
Consider Emissions Data in Media Measurement Models	AOP members support the standardisation of GHG emissions measurement data and metrics to ensure like for like comparisons.

Content & Audience

Association of Online Publishers
Email: info@ukaop.org Web: ukaop.org

The UK Association of Online Publishers, registered in England 07108279.
Registered address:
16 Great Queen Street, London WC2B 5AH

PPA ACTION NET ZERO PATHWAY

<p>COMMUNICATE: We will communicate to our audiences the realities of the climate crisis and wider sustainability challenges such as biodiversity, clean air, equitable futures, etc, and promote solutions for greener lifestyles</p>	<p>AOP members commit to communicating the realities of these issues with editorial and content.</p>
<p>Action 4: Reinforce net zero to audiences We recognise, that we have a unique opportunity to inform and update our audiences about the climate emergency, and to help drive behaviour change towards climate-friendly lifestyles. We therefore commit to:</p> <ul style="list-style-type: none"> • Create content that inspires our readers to make greener choices • Ensure that any communication relating to the climate crisis is scientifically precise • Communicate clearly on the urgency of this issue • Adopt processes that help us consider climate themes when we are commissioning, developing and producing content <p>We recognise the relevance of the climate emergency and solutions to every topic, including but not limited to food, travel, finance, economy, politics, business, lifestyle, fashion, etc. To achieve this, we will:</p> <ul style="list-style-type: none"> • Ensure that our editorial staff are equipped with the knowledge necessary to report on the latest climate science and mitigation strategies, including providing training where necessary • Reach more audiences with our climate change-related content year-on-year 	<p>AOP commits to delivering content that reinforces net zero to audiences. AOP members will collate relevant content and editorial that demonstrates this commitment.</p>
<p>Action 5: Promote sustainable solutions We will use our position as advertisement-carrying media to promote genuinely sustainable solutions. To this end, each signatory will:</p> <ul style="list-style-type: none"> • Set an internal advertising policy based on the Green Claims Code^{2,3} to advise our clients on curbing misleading green claims to our best knowledge <p>recognise the need to take actions to deliver substantive GHG emissions reductions before</p>	<p>AOP members will work with advertisers to ensure that they do not deliver misleading claims and promote sustainable solutions.</p>

<p>2030. This timeline will be reflected in our activities and planning.</p> <ul style="list-style-type: none"> • Ensure that our commercial teams are equipped with the knowledge necessary to act on the latest climate science, mitigation strategies and how creatives can be part of decarbonisation solutions 	
--	--

GARM

Drive Asset Sustainability Based on Media Sufficiency	AOP members endeavour to enhance their platforms to not always require creative refreshes at high frequencies to aid the over creation issue.
---	---

Social Impact & People

<u>ALL IN</u>	
<p>Improve the Experience & Representation of Black Talent</p> <p>Download and adopt the BRiM framework</p> <p>1/3 of our Black colleagues in advertising don't feel they belong in our industry – this has to change</p>	AOP members support this and will utilise the BRiM framework.
<p>Improve the Experience & Representation of Talent from Working Class Backgrounds</p> <p>Adopt the Social Mobility Toolkit</p> <p>People from a professional/privileged background outnumber working class people by almost two to one – we need to open up our industry to all</p>	AOP members support this and agree to use the social mobility toolkit.
<p>Improve the Experience & Representation of Disabled Talent</p> <p>Audit AND UPDATE your company website to ensure its accessible to all</p> <p>One in five advertising practitioners with a disability are likely to leave their company – we have to retain this talent</p>	AOP members support this and agree to auditing and updating websites.
<p>Improve the Experience & Representation of Women</p> <p>TAKE THE FLEXIBLE FIRST CHECKLIST</p>	AOP members support this and will utilise the flexible first checklist.

10 x more women than men believed parental leave negatively impacted their career progression	
<p>Improve the Experience & Representation of Asian Talent</p> <p>Start by using our guide which has been developed by the All In Asian Working Group</p> <p>27% of Asian respondents reported that they are likely to leave the industry due to a lack of inclusion and/or discrimination experienced</p>	AOP members support this and will use the All In guide.
<p>Improve the Experience & Representation of Older Talent</p> <p>IMPLEMENT OUR SHARED EXPERIENCES POLICY</p> <p>Only 4% of respondents were aged 55-64 compared to 17% of the UK working population</p>	AOP members support this and will look to implement the shared experiences policy.
<p>SUPPORT THE MENTAL HEALTH OF OUR COLLEAGUES</p> <p>Donate and signpost to NABS</p> <p>Two thirds (66%) of those with mental health conditions were aged under 34</p>	AOP members support this and commit to donating to NABs.
<p>Improve the Experience of OUR LGBTQ+ TALENT</p> <p>WELCOME THE USE OF GENDER PRONOUNS IN YOUR ORGANISATION</p> <p>28% of LGBTQ+ people report a mental health condition vs 12% industry av. and 45% report stress/anxiety</p>	AOP members support this initiative.
<p>Improve the experience of Disabled talent in the workplace</p> <p>ADOPT THE BDF ACCESSIBLE PREMISES CHECKLIST</p> <p>Just 2% of those working in advertising have a physical disability vs 7% of the UK working population</p>	AOP members support this and will use the BDF accessible premises checklist.

AOP ADDITIONAL STATEMENTS:

We have added some elements for Social Impact and People as this is an area of focus for AOP and their members.

	AOP members agree that we work to create a better world through our content with
--	--

Association of Online Publishers
Email: info@ukaop.org Web: ukaop.org

The UK Association of Online Publishers, registered in England 07108279.
Registered address:
16 Great Queen Street, London WC2B 5AH

	regards to social, sustainability, and the environment.
	AOP members agree to use their partnerships, collaborations, and charitable work to create social impact.
	AOP members actively create content that provides social value.

Supply Chain & Ethics

PPA ACTION NET ZERO PATHWAY

COLLABORATE: We will collaborate with our supply chain stakeholders to identify and implement emissions reduction programmes to the benefit of all professional publishers, including but not limited to, wasteful use of resources and energy in products and supply chains	AOP members will collaborate with supply chain stakeholders to reduce wasteful use of resources.
<p>Action 2: Quantify supply chain emissions</p> <ul style="list-style-type: none"> • We will measure and report transparently our Scope 3 GHG emissions using a standardised and scientifically sound methodology • We will encourage our supply chain partners to measure, report and reduce their Scope 1, 2 and 3 GHG emissions • We will engage with the supply chain in order to have a scientifically sound reduction strategy. 	AOP members will work towards using a standard reporting methodology as agreed by the wider industry, to demonstrate a reduction in emissions.

GARM

Build a Sustainability-Assured Media Partner List	AOP members endeavour to work with companies who have reviewed and reported on their GHG emissions, have implemented clear, publicly verified emissions reduction targets (e.g., SBTi) and those who are actively seeking to decarbonise their Scope 1, 2 & 3 emissions is critical for the media supply chain to offer sustainable solutions.
Streamline Your Media Value Chain & Technology	AOP members agree to streamline to fewer and essential layers to lower carbon generation.